



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE LIBRARY OF THE FUTURE Focus Group Meeting

MEETING DATE: September 21, 2006
MEETING TIME: 6:00 to 8:00 p.m.
LOCATION: Sunnyvale Library Program Room, 665 W. Olive Ave.
ATTENDEES: 10 participants

REGARDING: Meeting Agenda
ABA PROJECT #: 06.0707.0

Rob Cameron, ABA
Sam McBane Mulford, ABA

CONTEXT: As part of our planning process, we are reaching out to the community to help us better understand library service needs both today and in the future.

PURPOSE: □ solicit input on current and future library service needs from library users

INTENDED RESULTS: □ to understand this group's perspective on the current state and the future of library services in Sunnyvale

AGENDA ITEMS

I. Introduction / Agenda Review

- A. Introduction of Participants
 - 1. Who do you feel you represent in the community?
 - 2. Do you use a Library (ies)? If so, which ones, how often and for what purpose?

Participant – Active member of Friends of Library (FoL), considering running for Officer next year, parent to two small children, recently checked out language-learning-on-tape – Hebrew – a good experience, family ‘don’t do tv’ at home so lots of reading, teachers are requiring reading at home as homework. More reading to kids has proven to be much better for learning/developing in the future. When she was at school she was in the first class that didn’t go to the library for resources (11 years ago) used online resources only. She now works at HP – needs to research for job, online databases through HP but library may not have this service. Also uses, Santa Cruz County, Aptos and Mountain View, resident here 18 years but also has second home in Aptos.

Participant – is a Civil Engineer, a parent and works for Palo Alto City, has children 2nd and 5th grade 7&10 yrs old – uses fiction resources, wife likes Mountain View library, he likes Sunnyvale – videos and non-fiction and fiction, is a tax payer and cares about having a good library – what is important about libraries? children’s future, developing knowledge, becoming wiser, access to information for society, makes for better citizens, lowers the cost of gaining access to information and pulls resources.

Participant – is a resident of Sunnyvale for last 6 years, is now retired (whatever that means), still provides short-term consulting work on small planning projects – smaller schemes 1-3 jobs per year. A recent former library board member since 1999 (till June 2006), started the LoF process/project when on the board!! Very happy that we are here working on this project. Fond memories of childhood and using library, his children and lots of reading, has had up to ten library cards at one time. Uses Mountain View, Palo Alto and Sunnyvale libraries.

Participant – works at Fremont High School – is a Library Media/English Teacher, a graduate student, uses Fremont Library primarily and also SJ King Library, uses mostly online information- doesn’t use internet that much for research prefers databases and specific source databases. Loves to read Sci-Fi and hopes to be a future parent and is a heavy tech user – multi-media – Coffee is needed in library – if library had coffee I’d go there.

Participant – is a Sophomore at high school – is a member of the studious student community, is very involved in extra curricula activities – school clubs, my parents don’t allow tv during the week, I read for at least ½ hour per day, went to library regularly as a kid, but recently have been going to book stores. Use the library for occasional research

Strategies, Architecture & Interiors

– mainly Woodland Library – Los Altos. Prefer buying books as I get to keep them, do anything with the book, eat over it, write in the margins etc. Also a member of Athletics/Tennis club and a Teen Driver.

Participant – Junior at Cupertino, represents technology orientated students/young people, generally finds info on the internet, uses library for primary sources only or if a topic could not be found after extensive internet searches – infrequently uses library, is a representative of studious pupils. Uses Los Altos (is a resident of Los Altos). Checked out video games from library when younger, fond memories of going to library with Mom, weekly trips when younger with family.

Participant – has been a resident of Sunnyvale for 20 years, is an avid user of the library, uses a lot of the information, uses Mountain View and Cupertino as well, use audio books, never has time to read anymore, subjects; health or life, recipes, getting through life topics. I have aging parents, no kids, middle of the road user, sees libraries as important in democratic society.

Participant – is a High school student – represents 4 generations: her younger brother is in elementary school – likes Dr Seuss etc, Dad – doesn't have time to read – uses audio books, Grandparents only speak Japanese and so like foreign books. She likes e-books, non-fiction mostly, historical fiction, can send Dad to other library for other types of books (Palo Alto, Mountain View, Cupertino Libraries)

Participant – hasn't been to Sunnyvale Library since 2004 – because strayed away from reading, reads required reading only, if wants to read a book for fun she goes to Borders as they are new and you can easily find resources, there are no germs and there is coffee. Moved to area in 1999, then used to go to local library every week, Mom would make me read – member of the kids reading program, 20 books per year, librarians knew me by first name, was often borrowing library cards to get more books out– this helped me become a better student now. She sees the value of libraries through her past experiences but is has no current need or desire to use the facility.

Participant – High tech community, resident of Sunnyvale, inventors corps and law firms. Uses Sunnyvale library for leisure and research.

- B. Process Overview - Envisioning the Library of the Future
 - 1. Process Participants and Outreach
 - 2. Outcome and Schedule
- C. What We Have Heard Thus Far from Sunnyvale

II. Library Services – Current and Future Needs

- A. What do you appreciate about the services you receive? What is working well?
 - 1. Email alert and phone calls when overdue or near overdue.
 - 2. Online newsletter, use of website – navigation, renew books online, online tutoring
 - 3. Check availability of books – online catalogue, effects bottom line – teenager will not use library if it takes longer to find than internet resource.
 - 4. Extra activities; opera, jazz band, book reading clubs, author presentations and book chats
 - 5. Books in general – 'don't lose the books and the audio books'.
 - 6. Browsing through books and sitting down to read books.
 - 7. Lots of people study and read books at Sunnyvale – appreciate space.
 - 8. Reference library.
 - 9. Efficient checkouts – both types.
 - 10. Teen library works with the high schools – students get library cards.
 - 11. Music videos, CDs.
 - 12. Children's space.
 - 13. Foreign language resources.
 - 14. Smaller areas are nice – historical not by design.
 - 15. Good music section – written music.
 - 16. Decent opening hours
 - 17. Centralized location
 - 18. Parking lot a little busy but generally available.
 - 19. Automation of lines, convenience of getting in and out quickly.
 - 20. New book section is good.
 - 21. More time in parking spaces.

22. Expanding collection is good – don't need to use King Library as Sunnyvale has great resources, databases, FoL book sales, Mr 'Out to Lunch' statue, landscaping, special children's reading, adult and children summer programs, book clubs, library databases.

23. Having a patent library is important – it's very Sunnyvale!!

24. RFID Chips on library cards, quicker in and out, more high-speed wifi, more educational tutorials on CDs and DVDs, better ventilation. Keep up with the latest greatest technology, newer stuff is always checked out.

B. What would you like to be able to do or have access to at the Library, but currently cannot?

1. No study rooms, conference rooms - great to use, feel professional, and can be loud, group and individual study rooms. Glass walled meeting rooms in King are nice. Community meeting rooms, multi-use rooms.

2. Grand reading room – old leather chairs, lights on tables, stained glass windows, 'Stanford-like' – a certain atmosphere in the room.

3. Headphones for music.

4. Access to check out history.

5. Café would be nice and read a book at the same time – otherwise I go to bookstore.

6. Children's area with multi-access areas. Los Altos has single point of entry for children's area.

7. Dedicated friends of library space – store/processing – staffed by volunteers.

8. Café and FoL – could they work together. Local person selling food in café like Alum Rock library.

9. Better lighting, currently looks 'greyish' and not very bright.

10. Text books that are from schools that you could refer to – reference section.

11. Community organizations that need books and libraries that discards books – they need to be connected.

12. Profile tool that helps you read new books – new authors (Amazon like) recommend books etc.

13. Better library catalogues like Google or Amazon.

14. Blogging of books – reviews by community.

15. Teen reading lists created by teenagers etc, covers, table of contents, help you make better decisions.

16. More audio books – CD, tape, MP3 – all formats. Download ipod audio-book that expires after a certain point.

17. Lots of the newest titles – children can get excited and then disappointed if library doesn't have it.

18. Older book collections also need to be kept.

19. Books on how to study for certain subjects – libraries often don't have this type of information, past exams papers, revision notes etc.

20. Natural light preferred over electric.

21. Large format books – 'Baby Boomer Bulge' getting older – effects volunteer demographic.

22. FoL should be linked across area.

23. Order a book from a different library and have it delivered to Sunnyvale Library once a week or delivered to home address (maybe pay for this personnel service).

24. More computers for internet and no logging in. Having to sign in to library for 15 minutes only – this is what Sunnyvale currently requires – would you restrict library use to 15 minutes?

C. Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?

1. Well off area – but needs to be open to all – everyone should be able to access info.

2. User training – non-techie classes that the library could offer

3. Library could get to far ahead of community it serves. (too high tech)

4. Very sterile, should be more grandeur and comfortable. More people hanging around.

5. Don't want a sickening lack of communication consensus, some ideas were very too wacky, library should not focus on every problem of the community – focus on traditional library problems/solutions instead.

6. If we have to throw books out – this should be based on data mining and not hurting anybody, but maybe share books around in local areas/libraries.

7. Automation system and usage stats – some libraries will commit to keeping certain books so others can free up space. Be what you are and do it well.

8. Effective community integration- school libraries, user training already exists in other organizations/institutions – but don't duplicate but could be portal for this information/services.

9. Stay small enough so still easy to find books – a little less confusing would be great – we don't want to get like the Winchester Mystery House – but these give you nice spaces to study in – they are interesting as well.

10. Scanning in books when you throw books out – copyright issues? Online access so kids can safely access internet.

D. Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?

Walk in, feel welcome, no propaganda, no political agenda, very online sophisticated system for data and books I'm looking for, print out books or download onto a book-screen I carry with me, walking through, different sections, (English and other language resources and signs), retirement sources, continual learning, investment books, study areas, reading areas, sit and relax, community areas to discuss in small groups. Library could be smaller as can print out/download and take with us – so need for books.

Reason why I am going to the library; I am browsing Amazon and find a book I am interested in I check the ISBN # and it shows me a link to Sunnyvale Library – which allows me to look up Sunnyvale Library availability for me – yes! the library has it and here is where you can find the book (map view or description of section), when I enter the library I see a crisp doorway into the library, clear maps of the section of books, I walk by a librarian who is reading to children, I pick up my book and check out within 3 minutes, as I leave I notice an electronic flyer/screen advertising the next FBLA car wash.

Living in Aptos, semi-retired, kids are 13-15, browsing online community catalogues – order them and have them sent to Sunnyvale – at the same time I receive an email alert for teen activities and a poetry reading – I am taking part in this poetry reading at the library – we all travel to the library – my kids are excited as they are meeting friends at the library – kids and mum pick up books after they have finished there different fun activities (no browsing the aisles for books) and when home can drop off books at Aptos library or Sunnyvale.

I'm a graduate student now and when I return to Sunnyvale improved library, it is much prettier, has 10 minute parking for fast drop off, a nice entrance – double doors, big pretty glass wall, nice desk, nice children's area, hand sanitizer to prevent germs from spreading. Separate computer rooms for children and adults – block internet for kids, leather chairs as is comfy, study rooms, I pick up a book and talk to friends, a map is available so that you can't get lost, restrooms that are brightly lit and more available through out the library.

Entrance more welcoming, brick is not attractive, dark is not nice, bring own headphones and plug in and listen to CDs off shelf, audio books etc, more videos (new videos). Comment: collaborate with video rental stores – what do they do with un-used older multiple copies of films etc. Reading space away from book shelves as it's distracting if people keep walking past all the time. Children's reading time all the time 24/7 with puppets. Café should be separated from kids and food. Kids area should be more child-orientated- currently looks like rest of library – books should be separated by age or reading difficulty, more foreign books as more foreigners around, better restrooms, book delivery at home – volunteers run this service – library compensates for gas usage.

Library is 2-3 storeys high – parking all underground, area around building is park like and green, open to views, can look into building, glass walls are clear, lots of transparent glass, meeting rooms, study rooms, readings rooms a modern version of a grand reading room, constantly evolving technology in library.

Drive in with plenty of parking, logical flow to each section, proper signage, each section has smart updated section – intelligently updated, space is quiet, comfortable, warm, inviting, on the way out a fast automated trouble free check out is available and when I go to sleep I don't worry about wasted tax dollars, or political realm.

Hi-tech technologist, greeted by android, I tell it what I feel like today, in the mood for, less and less time, a book to match my mood, ambience should be reflective of this, movable walls and can change space to suit user. Human backs up android knowledge. Android is personal library guide. Android sets ambience, finds what I am looking for (studies, leisure, work) – robot/human finds book for you. My vision is worse in 10 years – so I would like hi-res plasma displays to show information/books at various scales/zoom levels – comfortable recliner seats to relax in, I tell the robot when I want to turn pages. Holographic room ambience – changes the mood – robot gets food and drink etc – feels like sitting on a beach in Hawaii and enjoying the scenery but I'm in Sunnyvale Library in my special ambience cube.

Walk past cool green trees, clear glass walls, a 15 second search on a computer and my book shows on the screen, a map shows me the way, library helps me find the book – dynamic signs, I move to the study room and discuss book in a loud and fruitful discussion, print our work on a laser color printer, exit happy and satisfied.

Hi-tech but in retro kind of way, Harvard like study atmosphere, technology is almost hidden, skylights, rooms are separated, noise is reduced by technology, green, water feature, lots of windows, café noise is dampened from spilling into rest of library, real person helping me but browser for book is very efficient, but I already know what book I want as searched at home, grab book or download book – library has lots of natural wood around, check email when downloading book, children's area is right next to café – but no noise as audio technology dampens noise. When I leave I take a deep breath having known I enjoyed my time at the library – a retreat, quiet, outside of the modern crazy world. Hidden technology allows tranquil space to exist. Everyone is getting older – other interfaces – speech recognition, telepathic, instead of mouse and keyboard. Balance on your account for when you are overdue, revenue stream opportunities. Book drop off – drive through would be great

III. Conclusion

- A. Action Items and Next Steps
- B. Feedback on the Session

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- + very effective, very productive, better than last year
- Δ running late
- + young high schooler's insights are excellent
- Δ Indian population not in focus groups